

ABSTRACT OF THE DISCLOSURE

A method to communicate agricultural product information to a user includes receiving, at a management information system, a request for agricultural product information. The request includes an agricultural product identifier. An agricultural product record, identified utilizing the agricultural product identifier, is then accessed and retrieved from a database at the management information system. The agricultural product record includes agricultural product data collected on the chain of custody of the agricultural product. The agricultural product data, as contained within the record, is then communicated to a user responsive to the request. The communication of the request, and the response, may be performed via the Internet as web-based communications.